

# Effect of Social Media Content and Mental Health Condition on Purchase Intention with Customer Engagement as a Moderation Variable in Shopee (Case Study: Students of The Faculty of Economics and Business, University of North Sumatra)

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## ABSTRACT

This study aims to determine the effect of Social Media Content and Mental Health Conditions on Purchase intention with Customer Engagement as a moderation variable in Shopee (Case Study: Students of the Faculty of Economics and Business, University of North Sumatra). This research is associative research, and the data type used is quantitative. The population and sample in this study were 30 undergraduate students of the Faculty of Economics and Business, University of North Sumatra. The sampling technique is accidental sampling. The data analysis technique used is a descriptive statistical analysis using the SPSS 26 program.

The results of this study indicate that social media content and mental health partially have a positive and significant effect on purchase intention. Customer engagement can significantly moderate the influence of social media content on purchase intention. Conversely, Customer engagement cannot moderate the effect of mental health on purchase intention.

**Keywords:** social media content, mental health condition, purchase intention, customer engagement.

## INTRODUCTION

Technology has changed many things in the process of human life today. Technology continues to be developed as discoveries from previous scientists. The discovery and development are based on searching for better solutions to problems or situations, delivering an easier and more efficient life and benefitting the community. Technology has been developed in various aspects that generally impact the economy, such as in the economic field itself, health, transportation, education, and telecommunications.

The telecommunications sector has developed since the emergence of the Internet. The internet has become part of modern life. In activities in the world of work, education, the military, health, and the social life of everyday society, the internet already exists and is a part of it.



Figure 1. Increase The Number of Active Internet Users in The World (Data Indonesia, 2023)

Source: [DataIndonesia.id](http://DataIndonesia.id), 2023

Based on the graph in the picture above shows an increase in internet users. It gives rise to opportunities and technological developments in other fields, such as social and business. Changes and developments in technology in the social field or the midst of society began at the peak of the presence of Facebook, which began to boom in 2008-2009. The presence of Facebook is an attractive phenomenon and business opportunity in the field, especially IT (Information and Technology), so applications or other socialization applications emerge, one of which is significant in its current development, namely Instagram, TikTok, and YouTube. The presence of Instagram has opened business opportunities in society since the emergence of endorsement.

Aesthetic uploads with many followers make the account owner a celebrity (celebrity Instagram), becoming a famous public figure through social media accounts. These celebrities have the power to convince and persuade the community. Society or followers who like aesthetic uploads and follow the development of their lives will feel they have a bond or are at least interested in whatever upload because the figure is seen as an inspiration. It is seen as an opportunity to market products using the services of Instagram celebrities (endorsement). The endorsement of social media, which is currently rife, is a form of mutually beneficial cooperation between the two parties. Usually, it occurs between online shops with artists or celebrities because they have many fans and followers who are useful for increasing sales for online shops and certain products and services (Perdana, 2019).

There is a shift in marketing systems and business where the model does not need to be physically perfect and attractive, but being known to the public is the key to marketing products or services. A new phenomenon arose because of the presence of Instagram, and to date, it has become one of the most profitable business platforms with the same

concept. In addition to Instagram, TikTok and YouTube provide entertainment for the community and become business opportunities.

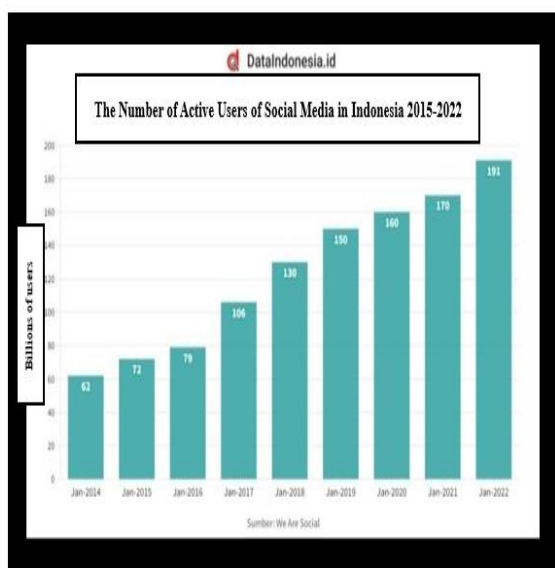
With a short-duration video concept, TikTok opens business opportunities by facilitating small business people to promote products or services because it is easy to enter FYP (for your page)/ easily viral, and seen by the public. YouTube remains with the same concept as other social media containers, with an account with attractive content and many followers, presenting business opportunities to work with many brands or develop their brands. Judging from the existing phenomenon, a common thread can be seen: interesting content can bring public interest, and content can be a business opportunity that gives rise to public interest in someone, product, or service.

Changes due to technological developments occur and influence people's lifestyles in various aspects. These changes give rise to a positive impact. However, with the balance of life, there is also a negative side to technological advances, such as changes in patterns or lifestyles that are supported by the character of each different generation.

The current business, in addition to prioritizing efficiency in promotions such as using social media or e-commerce as a media for promotion, business or market today also prioritizes strategies to attract public interest. Products or services, promotional containers, and content are not enough to attract the community's interest, especially generations of markets such as the Z generation known to want something instant. Ease of technology increases the ease of competitors entering with the same type of product or service. Thus, a strategy is needed, namely cooperating, or collaborating with public figures called 'influencers.'

The emergence of social media and e-commerce platforms is based on the needs and characteristics of the current generation, which is instant and considered quite efficient in terms of cost and time. However, from another point of view, this is a problem

that concerns mental health. Today's technology, especially social media, makes people dependent on addiction. All try to show a positive or unreal side of life. The ease of seeing and showing the lives of others and yourself makes the 'common thread' privacy limits increasingly difficult to find. Seeing the condition of other better people makes many people who are not grateful compare their lives to those they see as real. It is very easy to compare with everything because of this instant lifestyle.



**Figure 2. The Number of Active Users of Social Media in Indonesia**

*Source: DataIndonesia.id, 2023*

The number of social media users in Indonesia continues to increase every year. The number of active social media users in Indonesia was 191 million in January 2022 (Data Indonesia, 2022). This number has increased 12.35% compared to PDA in 2021. The highest number of social media users reached 34.2% in 2017. WhatsApp is the most widely used social media platform among Indonesians, reaching 88.7%, followed by Instagram and Facebook, with a percentage of 84.8% and 81.3% respectively. Meanwhile, the proportion of TikTok and Telegram users was 63.1% and 62.8%, respectively.

This phenomenon puts pressure on the younger generation, especially. This phenomenon raises the standard of living of the community and the level of prestige of the community. Billions of benchmarks at a young age, popularity, and marriage. For viewers or performers, there is equal pressure until mental health is an important spotlight in society. Mental health is a mental health where prosperity is when individuals realize their potential, can overcome the pressures of normal life, work productively, and contribute to their environment.

As is known, the generation after the Baby Boomer does not have a mentality as strong as that generation, coupled with a high burden and social demands due to changes and technological developments into the mental health of the current young generation becomes risky. Some Research Suggests That Gen Z Are Comparatively More Likely Mental Health Help Than Other Generations. The American Psychological Association (APA) describes gen z as the least likely to self-rate their mental health as being "very good" or "excellent." However, compared to other generations, they are also the most likely to have help from a psychologist or mental health professional (Healthmatch, 2022). If mental health is disturbed, it can change the way a person handles stress, relates to others, makes choices, and triggers the desire to hurt themselves. One sign of mental health problems is stress.

Many people have stress levels, self-defense levels from stress, to how to deal with different stress. According to research from the University of Michigan, shopping online can eliminate stress and even provide a sensation of control 40 times more effectively. Researchers have conducted a pre-survey of 30 undergraduate students of the Faculty of Economics and Business, University of North Sumatra, about how they overcome stress. Shopping online or offline to overcome stress can help someone live healthier by ensuring stable blood pressure but adapting to each economic ability.

Indeed, not everyone feels it is the best lifestyle.

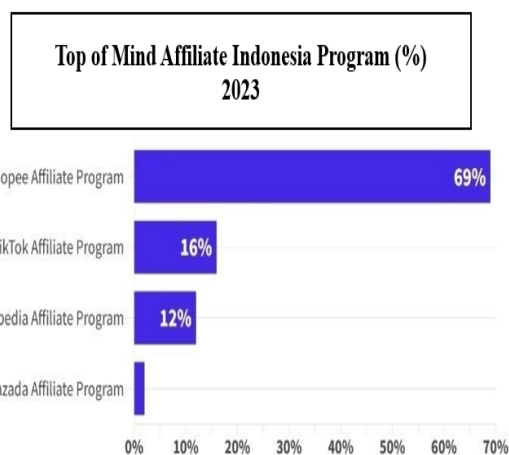
**Table 1. Pre-Survey Data on The Percentage of Stress Coping Mechanism**

No	Total Respondents	Percentage	Descriptions
1.	19 respondents	63%	Shopping as a form of entertainment to overcome stress.
2.	7 respondents	23%	Productive activities as an alternative to overcoming stress.
3.	4 respondents	13%	Socialization (meeting friends, and family) as a form of entertainment to overcome stress.
Total	30 respondents	100%	

Source: Pre-Survey Results, 2024

The young generation is currently looking for a 'role model' figure who is living their dream life to be a self-motivator or just a comforter like a fan. When you feel bound, you will tend to follow the idol, both in the style of dress, behavior, mindset, and even lifestyle. It is a great opportunity for business people to increase their interest in goods or services. However, an influential figure also often has haters. Haters can have a significant influence, especially on sales. Suppose public figures have too many scandals or haters. In that case, there will be much termination of cooperation because it is considered to have no positive attraction in the eyes of the community. Therefore, engagement (engagement) in the business context, namely customer engagement, can influence the interest of purchasing in the sense of increasing or even weakening.

Researchers are interested in choosing Shopee applications as research objects. Shopee is a well-known online shopping platform that was launched in 2015. It is a platform tailored to each region and provides customers with an easy, safe, and fast online shopping experience through strong payment and logistics support.



Source: Indonesia e-Commerce Trends 2023 by Jakpat GoodStats

**Figure 3. Graph of Increased Sales Through Affiliate Links (Jakpat, 2023)**

Figure 2 is a graph of the increase in sales through affiliate links originating from content in social media. The graph shows that high public interest is sourced from social media content.

The community makes social media a reference for finding the needs of both goods and services. The community is interested in marketing patterns through social media and influencers with public visits to e-commerce sites that provide promoted goods or services, especially since COVID-19 continues to increase. This phenomenon shows interest in buying or using goods or services offered by influencers who work with certain brands through social media.

The picture above also shows the use of affiliate programs in e-commerce, which has seen the highest number in the Shopee affiliate program, as much as 69% followed by Tiktok at 16%, Tokopedia at 12%, and Lazada at less than 10%. Based on the graph, the affiliate program that is most in demand for business in society is Shopee.

Based on the description above, the researcher made a study with the title "Effect of Social Media Content and Mental Health Condition on Purchase Intention with Customer Engagement as a moderation variable in Shopee (Case Study: Students of the Faculty of Economics and Business, University of North Sumatra)."

## LITERATURE REVIEW

### Customer Engagement

Customer engagement is an effort to create, build, and improve customer relations, which is an important strategy for maintaining business performance in the future (Brodie et al (2021). Customer engagement focuses on customers and their needs through the marketing concept. With customer engagement, a company focuses on customer satisfaction by giving them more value than competitors to build trust and commitment to long-term relationships (Sashi, 2012).

According to Dessart (2016), customer engagement can capture consumer psychology and behavior, which tends to interact with companies and other consumers through social media. Therefore, to create customer engagement, a company must provide the best service for its customers, through experiences such as answering all criticisms, suggestions, and complaints experienced by consumers on their social media pages. Based on research conducted by Tafesse (2016).

There are five dimensions to measure customer engagement: Enthusiasm, Attention, Absorption, Interaction, and Identification (So et al., 2014). Enthusiasm reflects the level of excitement and customer interest in a brand. Attention explains the level of customer attention to the brand.

Absorption reflects a pleasing state of the customer, pouring out his mind to the brand so that it does not realize the passage of time. Interaction shows the interactions between customers and other brands and customers. Identification reflects the level of sense of customer unity towards the brand.

Customer engagement indicators include the desire to buy a product for a brand or certain reasons, knowing information on each product, filtering and choosing products, recommending product and giving reviews of certain products or

brands, and feeling suitable and like products and then intending to buy again.

### Purchase Intention

According to (Kotler and Keller, 2016), Purchase intention is a form of the behavior of consumers who wish to buy or choose a product based on experience, use, and desire for a product.

According to Kotler and Keller (2022: 503), the dimension of buying interest is through the AIDA simulation model that tries to describe the stages that may be passed by consumers of a particular stimulus given by marketers, as follows:

1. Attention  
In this stage, the community has heard about the company or product issued by the company. So, in this stage, the community knows the product because they have heard or seen the company's promotions. This stage is also marked by the attention of viewers when they see or hear about the promotion for the first time.
2. Interest.  
Community interest arises after getting more detailed information about the company or product. The community is interested in the products offered at this stage because consumers have successfully accepted the company's promotions.
3. Desire.  
People learn, think, and discuss, which causes the desire to buy the product to increase. In this stage, the community is advanced to one level of just being interested in products. This stage is marked by a strong desire from the public to buy and try products.
4. Action.  
Make positive decision-making over company offerings. At this stage, people who have seen or heard the promotion challenge and have passed the Desire stage truly realize their desire to buy products.

## Social Media Content

Social Media Content is a process that empowers individuals and companies to promote their websites, products, or online services and through social channels to communicate with a much larger community which is not possible through traditional advertising channels (Drury, 2018).

According to Hidayati (2021), the dimensions and indicators of social media content which is as follows:

1. The first dimension is context, which consists of two indicators, namely a clear arrangement of information and the delivery of interesting information
2. The second dimension is communication, which consists of two indicators, namely sharing information with consumers and consumer responses to product information
3. The third dimension is collaboration, which consists of two indicators, namely effective and efficient cooperation and responding to consumer responses with kindness
4. The fourth dimension is connection, which consists of two indicators, namely establishing a good relationship with consumers and consumers contacting the seller before buying the product.

## Mental Health Condition

Mental Health Condition dimensions use 2 measurement scales, namely:

1. Stress scale

Stress behavior is measured using the theory of Gadzella's Student-Life Stress Inventory, adapted to Indonesian by Ramadhani et al. (2021). There are two parts measured: stressor and reaction to stress. The stressor is divided into 5 stressor categories, including (a) frustration, (b) conflict, (c) pressure, (d) change, and (e) self-desire. In the stress reaction, there are 4 categories, namely (f) physiological, (g) emotional, (h) behavior, and (i) cognitive appraisal.

So, there are 9 sub-dimensional and divided into 2 dimensions: stress and reaction to stressors.

2. Impulsive Buying Scale

This behavior is measured using the theory of Verplanken and Herabadi (2001), namely mentioning factors that can trigger impulsive buying, including marketing environment (product appearance and supply), situational variables (availability of time and money), and personal variables (mood, identity, personality, and educational experience).

## Previous Research

Pradani and Muthohar (2022) state that social media marketing positively relates to purchase intention. Sianturi et al. (2022) state that social media marketing is positively correlated to buy when social media marketing. Shahbaznezhad et al. (2021) revealed that the context of content moderated the effectiveness of social media content against user involvement. These findings contribute to understanding the involvement and experience of users with social media. Meliawati et al. (2023) state that social media marketing influences the purpose of buying. Gartina and Gunawan (2022) revealed that social media content positively affects behavioral intention. Kaniawati (2019) states that, partially, consumer psychology affects the buying interest of shoe customers, while ethnocentrism affects the interest in shoe purchases.

Mahendra and Nugroho (2021) show that content marketing has a positive and significant effect on customer engagement, customer engagement variables have a positive and significant effect on purchase intention, content marketing variables have a positive and significant effect on purchase intention, content marketing variables have a positive and significant effect on purchase intention mediated by customer

engagement.

Zidehsaraei et al. (2022) show that subjective norms, personal norms, and the personality trait of openness influence the purchase intention, and the purchase intention leads to the willingness to pay.

Zhou and Tong (2018) show that emotional trust and perceived emotional value could be medical variables that stimulate consumers' purchase intention in livestreaming e-commerce. Yang et al. (2019) Stated that the marketing promotion of upcycled food, promotional methods, such as slogans and posters, could be used to stimulate consumers, especially the mental simulation thinking mode of consumer group with high future self-continuity, thus improving consumers' purchase intention for upcycled food.

## Framework

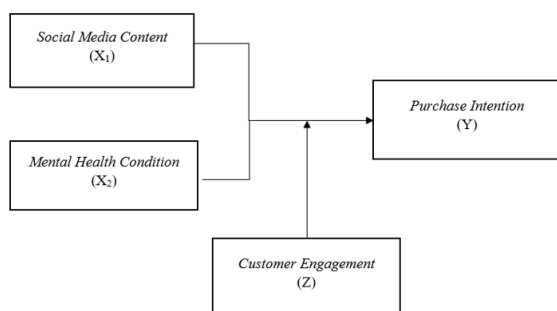


Figure 4. Conceptual Framework

H1: Social Media Content has a positive and significant effect on Purchase intention

H2: Mental Health Condition has a positive and significant effect on Purchase intention

H3: Social media content has a positive and significant effect on purchase intention through customer engagement

H4: Mental Health Condition has a positive and significant effect on Purchase intention through Customer Engagement

## MATERIALS & METHODS

This study uses quantitative research methods, a research method whose data is expressed in numbers (Tukiran, 2016).

This research is associative, namely research that aims to determine the relationship between two or more variables and find the role, influence, and causal relationships between the independent and dependent variables (Sugiyono, 2017). The variables associated with this study are the relationship between social media content, mental health conditions, and purchase intention, with customer engagement as a moderation variable. This study uses a Likert scale, a nominal and ordinal unit that captures information about the difference in the quantity of a concept from one observation to the next. This research population is undergraduate students of the Faculty of Economics and Business, University of North Sumatra. According to Sugiyono (2017), the sample is part of the number and characteristics possessed by the population. The sample criteria used in this study were active students of S-1 Management of the Faculty of Economics and Business, University of North Sumatra, who were active on social media and were willing to participate in this research. The method uses accidental sampling (Sugiyono, 2017), namely, taking respondents as samples based on coincidence. That is, anyone who happens to meet with researchers can be used as a sample if people happen to be found to be suitable as a data source with the desired main criteria. The number of samples is 30 students. The number of samples is 365 people, based on calculations using Slovin to determine the number of samples in accidental sampling. Data Analysis Techniques in This Study Use The SPSS 26 Program.

## RESULT

### A. Classic Assumption Test

#### 1. Normality Test

The picture below shows that the variable is normally distributed. It is seen from the histogram graph as a balanced curve in the middle.

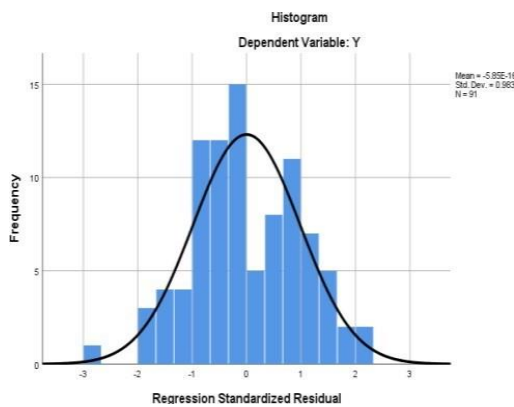


Figure 5. Normality Test Result with Histogram Approach

Source: Data Processed with SPSS 26

## 2. Heteroscedasticity Test

Table 2. Heteroscedasticity Test Results With The Glejser Test

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.351	.805		4.164	.000
	SMC	-.006	.028	-.028	-2.229	.820
	MH	-.009	.013	-.085	-.656	.514
	CE	-.054	.034	-.206	-1.576	.119

a. Dependent Variable: ABS\_RES

Source: Data Processed with SPSS 26

The table above shows the GIS value. Glejser on Social Media Content is  $0.818 > \alpha$  (0.05), SIG value. Glejser on Mental Health (X2) is  $0.184 > \alpha$  (0.05) and SIG value. Glejser on Customer Engangement (X3) is  $0.659 > \alpha$  (0.05). It shows that there are no symptoms of heteroscedasticity.

## 3. Multicollinearity Test

Table 3. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
SMC	.731	1.369
MH	.632	1.583
CE	.618	1.618

Source: Data Processed with SPSS 26

Table 3 shows that the tolerance value of the social media content variable is 0.939, the mental health is 0.674, and the customer engine is 0.711. The VIF value of the social media content variable is 1,065, the mental health variable is 1,483, and the customer engineering variable is 1,406. Thus, it can be concluded that the tolerance value of social media content variables, mental health, and customer engagement is more than 0.1, and the VIF value is not less than 1.0, so this regression model does not contain symptoms of multicollinearity.

## B. Hypothesis Testing

### 1. Significant Test Of Simple Regression (Model 1)

Table 4. Partial Test Result (Model 1)

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.679	1.523		4.385	.000
	SMC	.345	.052	.519	6.642	.000
	MH	.107	.023	.364	4.658	.000

a. Dependent Variable: Y

Source: Data Processed with SPSS 26

Number of samples (n) = 87, number of model parameters (K) = 4,  $df = (n-k) 87-4 = 83$ , then at the error level  $\alpha = 0.05$ ,  $t_{table} = 1,663$  obtained

Based on the t-test results in Table 4, the results are obtained:

1. The Social Media Content (X1) variable has a coefficient of 0.452 with a positive value, with t-count (5.879) > t-table (1,663) and significance (0.000) <  $\alpha$  (0.05). Thus, social media content variables positively and significantly affect purchase intention.
2. The mental health variable (X2) has a coefficient of 0.314 with a positive value with t-count (2,946) > t-table (1,663) and significance (0.004) <  $\alpha$  (0.05). Thus, the mental health variable positively and significantly affects purchase intention.



## 2. Determination Coefficient Test (R2)

**Table 5. Determination Coefficient Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 <sup>a</sup>	.572	.562	1.85744

Predictors: (Constant), X2, X1

**Source: Data Processed with SPSS 26**

The table above shows that the adjusted R square value is 0.562 or 56.2%. The shows that it is 50.5%. The purchase intention variable is explained or influenced by social media content mental health, while the remaining 43.8% percent is explained by other factors not present in this study.

## 3. Significance Test Of Simple Regression With Moderation (Model 2)

**Table 6. Partial Test Result with Moderation (Model 2)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-8.991	5.483		-1.640	.105
	X1_M	-.039	.012	-.2293	-3.333	.001
	X2_M	.006	.005	.778	1.222	.225

a. Dependent Variable: Y

**Source: Data Processed with SPSS 26**

Number of samples (n) = 87, number of model parameters (K) = 4, df = (n-k) 87-4 = 83, then at the error level  $\alpha = 0.05$ , ttable = 1,663 obtained

The table above shows that:

- The interaction variable between social media content and customer engine (x1\*m) has a significance value (0.001)  $< \alpha$  (0.05). Thus, the customer engine variable can (significantly) moderate the effect of the social media content variable on purchase intention.
- The interaction variable between mental health and customer engine (x2\*m) has a significance value (0.225)  $> \alpha$  (0.05). Thus, the customer engine variable cannot (not significant) moderate the effect of the mental health variable on purchase intention.

## 5. Determination (R2) Coefficient with Moderated Test

**Table 7. Determination Coefficient with Moderated Test Results**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 <sup>a</sup>	.657	.636	1.69253

Predictors: (Constant), X2\_M, X1, X2, Z, X1\_M

**Source: Data Processed with SPSS 26**

The table above shows that the adjusted R square value after testing with the moderation variable is 0.636 or 63.6%, greater than the adjusted R Square value before testing with the moderation variable of 56.2%. So, it can be concluded that the customer engine variable strengthens the influence between social media content and mental health on purchase intention.

## CONCLUSION

Based on the results and discussion of the research, the following conclusions can be compiled:

- Social media content variables positively and significantly affect purchase intention.
- Mental Health has a positive and significant effect on Purchase intention.
- Customer engine variables significantly moderate the effect of social media content variables on purchase intention
- Customer engine variables do not significantly moderate the effect of mental health variables on Purchase intention
- The results of the determination coefficient test show that it is 56.2%. Social media content on mental health explains or influences purchase intention variables, while other variables influence the rest.
- Based on the coefficient of determination test after the regression test, the moderation variable of the adjusted R square value is 0 63.6%, greater than the adjusted R square value before the regression test with the

moderation variable of 56.2%. Based on this, it can be concluded that the Customer Engine variable strengthens the effect of social media content on mental health and purchase intention.

## SUGGESTIONS

Based on the conclusions compiled, the following suggestions can be made:

1. For Shopee.
  - a) Social Media Content Variables, based on the study results, found that the problem related to the social media content variable is related to the delivery of information through very interesting and innovative content. Content makers consistently provide the latest updates to respondents. Hence, Shopee should make and compile more interesting, creative, and innovative content, such as explanations related to products sold using artists or advertising stars to create content that is distributed consistently.
  - b) Mental Health Variable Based on the results of the study, it was found that a person's mentality or mental condition can influence one's behavior and buying interest, so Shopee should conduct an evaluation and research related to the consumer, especially the current generation so that it can understand and spread the content that can be seen and the content Able to entertain consumers so that it will have an impact on consumer buying interest.

2. For the next researcher

This study uses 2 independent variables, and it is known that this variable only affects Purchase intention of 56.5%. Other variables, such as trust, brand image, and e-service quality, still influence consumer buying interest. This study also uses customer engagement as a moderating variable that is only able to have an impact and moderate the influence of social media content on purchase intention, so it is

recommended to use other independent variables and other moderating variables such as celebrity endorsement, viral marketing that can strengthen consumer purchasing interest.

## Declaration by Authors

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**Conflict of Interest:** The authors declare no conflict of interest.

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